## IN THE CLAIMS

Please amend the claims as follows. Added text is underlined and deleted text is either struck through or shown in double enclosing brackets. Applicants aver that no new matter has been added.

1. (Previously Presented) A computer-implemented system comprising:

a processor coupled to a memory through a bus; and

an auction price-setting process executed from the memory by the processor to

determine that a high proxy bid submitted by a buyer for an item is less than a reserve price set
    by a seller for the item, and

publish, based on the determining, to the seller a proxy bid information, the proxy bid
    information including the high proxy bid, and the proxy bid information being associated
    with a listing for the item during an auction price-setting process.

2. (Previously Presented) The computer-implemented system of claim 1, wherein the auction
    price-setting process further causes the processor to automatically retract publication of
    the proxy bid information upon the high proxy bid exceeding the reserve price.

3. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting
    process further causes the processor to request an adjustment of a fixed price offer
    associated with a listing for an item utilizing the auction price-setting process, the request
    to be sent to a seller of the listing.

4. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is
    performed during the auction price-setting process.

5. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is
    performed after the auction price-setting process.

6. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to determine that the reserve price is published and, automatically notify a buyer that the reserve price is published.

7. (Withdrawn) The computer-implemented system of claim 1, wherein the publication includes publishing for view by a specific bidder only.

8. (Previously Presented) A computer-implemented system comprising:
a processor coupled to a memory through a bus; and
an auction price-setting process executed from the memory by the processor to
determine that a high proxy bid submitted by a buyer for an item is less than a reserve price set by a seller for the item, and
based on the determining, exchange between the buyer and the seller a proxy bid information, the proxy bid information including the high proxy bid, of the buyer, and the proxy bid information being associated with a listing for the item utilizing the auction price-setting process.

9. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.

10. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of the proxy bid information and the reserve price information are automatically exchanged during the auction price-setting process.

11. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to automatically invite at least one of the seller and the buyer to exchange the at least one of the proxy bid and the reserve price information.

12. (Withdrawn) The computer-implemented system of claim 11, wherein it is determined that a
proxy bid associated with the seller and the reserve price are within a predetermined
proximity of each other and, in response, at least one of the buyer and the seller is
automatically invited to exchange the at least one of the proxy bid and the reserve price
information.

13. (Withdrawn) The computer-implemented system of claim 12, wherein the predetermined
proximity is within twenty percent of each other.

14. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange of
information is a secured exchange of information.

15. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is
indicated in the listing.

16. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is
indicated in the listing before the auction price-setting process.

17. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is
indicated in the listing after the auction price-setting process.

18. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange is
performed by automatically publishing at least one of the at least one of the proxy bid
information and the reserve price information.

19. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-
setting process further causes the processor to make a request for an adjustment of a fixed
price offer associated with a listing for an item utilizing the auction price-setting process,
the request to be sent to a seller of the listing.

20. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-
    setting process further determines that the reserve price has been published and, in
    response, causes the processor to notify automatically the buyer that the reserve price has
    been published.

21. – 25. (Canceled)

26. (Previously Presented) A computer-implemented system comprising:
a means for determining that a high proxy bid submitted by a buyer for an item is less than a
    reserve price set by a seller for the item, and
publishing, based on the determining, to the seller a proxy bid information, the proxy bid
    information including the high proxy bid, and the proxy bid information being associated
    with a listing for the item in an auction price-setting process; and
a storage means for storing the proxy bid information and the reserve price.

27. (Previously Presented) The computer-implemented system of claim 26, further comprising:
a means for automatically retracting publication of the at least one of the proxy bid information
    upon the high proxy bid exceeding the reserve price, the means for retracting coupled to
    the storage means.

28. (Withdrawn) The computer-implemented system of claim 26, further comprising:
a means for making a request for an adjustment of a fixed price offer associated with a listing for
    an item utilizing the auction price-setting process, the request to be sent to a seller of the
    listing, the means for making the request coupled to the storage means.

29. (Currently Amended) A computer-implemented system comprising:

a means for exchanging, between a buyer and a seller, proxy <u>bid</u> information submitted by the

      buyer for an item <u>and reserve price information related to the item as set by the seller</u>, the

      proxy <u>bid</u> information <u>and the reserve price information</u> being associated with a listing of

      the item utilizing an auction price-setting process;

a means for publishing, to the seller the proxy bid information, the proxy bid information

      including a high proxy bid; and

a storage means for storing the proxy information.


30. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information

      and the reserve price information are automatically exchanged upon conclusion of the

      auction price-setting process.


31. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information

      and the reserve price information are automatically exchanged during the auction price-

      setting process.


32. – 33.  (Canceled)



34. (Currently Amended) A <u>non-transitory</u> computer-readable storage medium comprising

      instructions, which when executed by one or more processors, perform a method, <u>the</u>

      <u>method</u> comprising:

determining that a high proxy bid submitted by a buyer for an item is less than a reserve price set

      by a seller for the item, and

in response to the determining, automatically publishing to the seller a proxy bid information, the

      proxy bid information including the high proxy bid, and the proxy bid information being

      associated with a listing for the item during an auction price-setting process.

35. (Currently Amended) The <u>non-transitory</u> computer-readable storage medium of claim 34,
    further comprising instructions, which when executed by one or more processors,
    perform an operation comprising automatically retracting publication of the proxy bid
    information upon the high proxy bid exceeding the reserve price.

36. (Withdrawn) The machine-readable medium of claim 34, further comprising instructions,
    which when executed by one or more processors, perform the following operation:
making a request for an adjustment of a fixed price offer associated with a listing for an item
    utilizing the auction price-setting process, the request to be sent to a seller of the listing.

37. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is
    performed during the auction price-setting process.

38. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is
    performed after the auction price-setting process.

39. (Withdrawn) The computer-readable medium of claim 34, further comprising instructions,
    which when executed by one or more processors, perform the following operation:
determining that the reserve price is published and, in response to the determining, automatically
    notifying a buyer that the reserve price is published.

40. (Withdrawn) The computer-readable medium of claim 34, wherein the publishing includes
    publishing for view by a specific bidder only.

41. (Currently Amended) A <u>non-transitory</u> computer-readable storage medium comprising
    instructions, which when executed by one or more processors, perform a method
    comprising:

exchanging, between a buyer and a seller, proxy <u>bid</u> information related to an item being bid
    upon by the buyer <u>and reserve price information</u> related to the item as set by the seller,
    the proxy <u>bid</u> information <u>and the reserve price information</u> being associated with a
    listing of the item utilizing an auction price-setting process.

42. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information
    and the reserve price information are automatically exchanged upon conclusion of the
    auction price-setting process.

43. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information
    and the reserve price information are automatically exchanged during the auction price-
    setting process.

44. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions,
    which when executed by one or more processors, perform the following operation:

automatically inviting at least one of the seller and the buyer to exchange the proxy and the
    reserve price information.

45. (Withdrawn) The computer-readable medium of claim 44, wherein it is determined that a
    proxy bid associated with the seller and the reserve price are within a predetermined
    proximity of each other and, in response, at least one of the buyer and the seller is
    automatically invited to exchange the proxy and the reserve price information.

46. (Withdrawn) The computer-readable medium of claim 45, wherein the predetermined
    proximity is within twenty percent of each other.

47. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange of
     information is a secured exchange of information.

48. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated
     in the listing.

49. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated
     in the listing before the auction price-setting process.

50. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated
     in the listing after the auction price-setting process.

51. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange is
     performed by automatically publishing at least one of the proxy information and the
     reserve price information.

52. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions,
     which when executed by one or more processors, perform the following operation:
making a request for an adjustment of a fixed price offer associated with a listing for an item
     utilizing the auction price-setting process, the request to be sent to a seller of the listing.

53. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions,
     which when executed by one or more processors, perform the following operation:
determining that the reserve price has been published and, in response to the determining,
     notifying automatically the buyer that the reserve price has been published.

54.-58. (Canceled)

59. (Currently Amended) A computer-implemented method comprising:

determining, using at least one processor, that a high proxy bid submitted by a seller for an item
    is less than a reserve price set by a seller for the item, and

in response to the determining, automatically publishing to the seller a proxy bid information, the
    proxy bid information including the high proxy bid, and the proxy bid information being
    associated with a listing for the item in an auction price-setting process.


60. (Previously Presented) The computer-implemented method of claim 59, further comprising:

automatically retracting publication of the proxy bid information upon the high proxy bid
    exceeding the reserve price.


61. (Withdrawn) The computer-implemented method of claim 59, further comprising:

making a request for an adjustment of a fixed price offer associated with a listing for an item
    utilizing the auction price-setting process, the request to be sent to a seller of the listing.


62. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is
    performed during the auction price-setting process.


63. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is
    performed after the auction price-setting process.


64. (Withdrawn) The computer-implemented method of claim 59, further comprising:

determining that the reserve price is published and, in response to the determining, automatically
    notifying a buyer that the reserve price is published.


65. (Withdrawn) The computer-implemented method of claim 59, wherein the publishing
    includes publishing for view by a specific buyer only.

66. (Currently Amended) A computer-implemented method comprising:

exchanging, using at least one processor, between a buyer and a seller, proxy bid information
submitted by the buyer for an item and reserve price information related to the item as set
by the seller, the proxy information being associated with a listing for the item utilizing
an auction price-setting process.

67. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy
information and the reserve price information are automatically exchanged upon
conclusion of the auction price-setting process.

68. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy
information and the reserve price information are automatically exchanged during the
auction price-setting process.

69. (Withdrawn) The computer-implemented method of claim 66, further comprising:
automatically inviting at least one of the seller and the buyer to exchange the proxy and
the reserve price information.

70. (Withdrawn) The computer-implemented method of claim 69, wherein it is determined that a
proxy bid associated with the seller and the reserve price are within a predetermined
proximity of each other and, in response, at least one of the buyer and the seller is
automatically invited to exchange the proxy and the reserve price information.

71. (Withdrawn) The computer-implemented method of claim 70, wherein the predetermined
proximity is within twenty percent of each other.

72. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange of
information is a secured exchange of information.

73.  (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is
indicated in the listing.

74.  (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is
indicated in the listing before the auction price-setting process.

75.  (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is
indicated in the listing after the auction price-setting process.

76.  (Withdrawn) The computer-implemented method of claim 66, wherein the exchange is
performed by automatically publishing at least one of the proxy information and the
reserve price information.

77.  (Withdrawn) The computer-implemented method of claim 66, further comprising:
making a request for an adjustment of a fixed price offer associated with a listing for an item
utilizing the auction price-setting process, the request to be sent to a seller of the listing.

78.  (Withdrawn) The computer-implemented method of claim 66, further comprising:
determining that the reserve price has been published and, in response to the determining,
notifying automatically the buyer that the reserve price has been published.

79. – 83.  (Canceled)